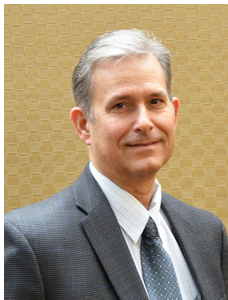


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**Community
Papers of
Michigan**



BUILDING MAIN STREET NOT WALL STREET



Understanding Advertising, Marketing & Branding

by John Newby

In the ever-changing landscape of business and commerce, three interconnected yet distinct concepts play pivotal roles in shaping the success of your business and/or community. To be successful over the long-haul, businesses and communities

must understand the differences between advertising, marketing, and branding.

While often used interchangeably, these terms represent unique facets of a comprehensive strategy that aims to create a strong market presence, attract consumers, and build lasting relationships. Let's explore the differences between them.

Advertising, at its core is a subset of marketing that focuses on creating and delivering persuasive messages to target audiences, usually in the near-term. It involves the strategic dissemination of information about products, services, or ideas through various channels, aiming to stimulate interest, influence purchasing decisions, and generate sales.

The primary objective of advertising is to capture the attention of potential customers and create awareness of a specific product or service. Successful advertising campaigns are designed to evoke emotions, educate consumers, differentiate from competitors, and ultimately drive sales. Through catchy slogans, compelling visuals, and memorable jingles, advertisers strive to establish a connection between the audience and the promoted offering.

Effective advertising campaigns are meticulously planned endeavors that involve market research, target audience identification, creative content creation,

and media selection. Advertisers use demographic and psychographic data to tailor their messages to resonate with specific customer segments. Effective advertising strategies also involve understanding consumer behavior, tracking trends, and adapting to the evolving media landscape.

Marketing is a comprehensive, holistic approach that encompasses a wide array of activities aimed at understanding, attracting, and retaining customers. Unlike advertising, which is a subset of marketing, the latter involves a broader scope that encompasses product development, pricing, distribution, and customer relationship management.

Marketing revolves around the concept of delivering value to customers. It is driven by the four "P's", product, price, place, and promotion. This value-driven philosophy underpins the creation and refinement of products and services that meet consumer needs and desires. Marketers engage in market research to identify consumer preferences, pain points, and emerging trends, using this information to inform product design and development. While advertising falls under the "promotion" component, marketing strategies involve setting competitive pricing, determining optimal distribution channels, and creating products that address specific market gaps. *(Continued on page 9)*





By
Mark W.
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Fenton, MI

YOU'D BETTER SHOP AROUND:
25% of U.S. malls will likely close by 2025:
(But don't write them off yet)

Since 1956, more than 1,500 enclosed malls have been built in the U.S., as our national love affair with automobiles brought us out of downtowns and into suburbs.

But what goes around, comes around.

Shopping patterns keep changing, and an estimated 500 of those malls have closed, mostly in recent years.

Now, Coresight Research estimates that 25% of the 1,000 remaining U.S. shopping centers will close by 2025.

We can blame the explosion of online shopping, plus changing trends in how people buy goods and services for these startling figures. Yet we all see multiple vacant spots in malls, often those huge anchor store locations that were a main reason many folks choose mall shopping.

BUT ALL IS not lost... and successful remaining mall stores will need great advertising and marketing to grow their businesses more than ever.

It's unlikely that shopping malls will become obsolete, say experts at SHOPIFY. com. Malls are still popular places to visit, and many folks enjoy the experience of going to the shopping center near them.

Since COVID-19 damaged shopping patterns, there has actually been a resurgence in people interested in going to malls, SHOPIFY. com says. Wise mall operators are repurposing their spaces to add new types of tenants, as the "Shoptainment" story following here explains.

MALLS ARE evolving into mixed-use developments with residential and office components, as well as more entertainment choices — plus gyms, grocery stores, libraries, medical offices and leisure facilities, including movie theatres and restaurants. Growing malls are becoming lifestyle centers, which should improve their stability and profitability.

And, all these malls will need good advertising, promotion and marketing to make people aware of the new choices. This means special promotions and shopping events should be planned to remind the public of the fun things to do there.

THINK HOW many annual events are offered in Frankenmuth, probably Michigan's best-known lifestyle (and shopping) destination. All year long, our state's "Little Bavaria" sponsors events to attract customers... and invite them to eat chicken!

Since media companies reflect their readers and neighborhoods, this should give community papers more possibilities to help grow their towns and cities — and our own bottom lines.

Mark worked at papers in Saginaw, Port Huron and the Thumb Area, plus served on the CPM Board. He and wife Sally even worked for The Walt Disney Company. He also opened and ran a successful restaurant for 17 years. He's mostly retired in Fenton, Mich., but would love your feedback at MarkWRummel@gmail.com

'Shoptainment' will save malls, analyst says

Large retail stores are being replaced by smaller tenants, including apartments, offices, restaurants

BY PATRICK BLENNERHASSETT
Las Vegas Review-Journal

Before the COVID-19 pandemic turned the world upside down, industry analysts across the board were lamenting the death of the shopping mall.

Online shopping had gripped the American consumer, people were ordering dinner online with delivery right to their door, and once longstanding brick and mortar stores including massive chains were shuttering locations all over the country.

Bruce Carlson, the managing director for Northern California for Kennedy Wilson Property Services, who works in the "shopping mall relocation" business, said the industry seemed like it was destined for demise.

Carlson and his employer were one of

24,000 businesses who recently attended the three-day International Council of Shopping Centers annual convention at the Las Vegas Convention Center, and said the outlook pre-COVID-19 was grim.

"Everyone was freaking out five years ago because Sears was closing, J.C. Penney was closing stores, Macy's was closing stores," said Carlson. "So you have two ends of a mall, the anchors, which are now wide open, so there was a lot of terror around that."

Carlson said those malls are still mostly around; however, they now have new tenants anchoring them, which has drastically reshaped the look of large plots of commercial land in countless cities and towns.

Large retail stores have now been replaced by more smaller, community-dri-

ven tenants, chopping up spaces that were once filled by big box stores.

"Now we're seeing apartments in those spaces, medical, health care uses, and in some cases offices have gone in because of their location to residential," he said.

According to a McGraw Hill Education study, malls saw an increase of traffic last year, with American malls and outlet centers reporting an occupancy rate of more than 93%, up from 91% the previous year.

Across all U.S. malls and outlets, 2022 saw more stores announcing openings than closing.

Part of the rebirth is credited to what some are calling "shoptainment," which

Continues elsewhere in issue

From The Detroit News — May 26, 2023

Making more space

Simple changes invite readers to pick up your paper

By Kevin Slimp

Younger readers might not know what I'm writing about when I mention Facebook "memories." Still, most of you are familiar with those daily reminders that pop up each morning to remind you of what you were doing one, two, or even ten years ago. Not long ago, a memory on Facebook reminded me of a post I'd created in 2014: "Over the next three weeks, I'll be speaking in Minneapolis MN, Sioux Falls SD, Edmonton AB, Syracuse NY, and Phoenix AZ."

It's hard to imagine I used to spend that much time on the road. It seems like a different lifetime. Don't get me wrong, I still speak at conventions occasionally, but not nearly as frequently as I did a few years ago. These days, I spend as much time redesigning newspapers as anything else. I'm learning that the more papers I redesign, the better I get at finding ways to make the pages draw readers without sacrificing content.



New flag (bottom) draws the reader in with a cleaner, more modern design.

Clients often express concern about losing content at the beginning of the redesign process. One universal goal of redesign seems to be to get as much text on the pages without increasing page count. Whenever I redesign a paper, I do something to reassure the client. I create an entire issue of the newly designed newspaper using the content from a recent issue.

I'm thrilled to show the publisher, editors and others on staff the issue with bigger headlines, bigger photos, and easier-to-read text. For a moment, I feel like a magician. Unlike any magician you've seen, I will

share a few of my "tricks" with you.

Headlines

Use bigger fonts with fewer words. Instead of "Central High School beats Austin-East to end 6-year losing streak," I might use "Central ends streak!" in a big, bold font. Underneath, I might include a light subhead (generally in sans serif) describing the headline. I often use the original headline for the subhead:

Bobcats end streak!

Central High School beats Austin-East to end 6-year losing streak

The new headline (and subhead) often takes up no more room than the original headline yet appear to fill more space.

Photos

Since the pandemic, I've noticed in-person training has become a rarity. I lead a lot of webinars, yet I miss being in person with students. With less training, younger designers often haven't learned the basic rules many of us learned long ago. One of these is the "shoulder rule."

The shoulder rule goes like this: Most photos should be cropped to the shoulders. Cropping is one method I use to create more space for bigger headlines and more white space. It's interesting how a cropped photo might take up less room on the page but appear larger. I often take photos of basketball players shooting a layup surrounded by other players, referees, and empty space and crop them to just the shooters' upper bodies, tossing the ball with their outstretched arms toward the basket. I've heard the response, "That looks much better," more times than I remember after cropping a photo like this.

Nameplate/Flag

My first step in redesigning any



Better cropping makes images appear larger while taking up less space. The picture is the layout, not the other players standing around.



newspaper is creating a new flag for the front page. I often spend several days building the new nameplate. A newspaper's flag is crucial. It either invites someone to look closer at the page or screams at them to throw the paper down.

Interestingly, many nameplates are much larger than they need to be. I think part of the reason for this is that many flags were first designed when bulkier fonts were in style. Newspapers often used multiple lines with "The," "Press," and "Chronicle" stacked.

In 2023, clean is in. By placing the flag on one line stretching across the width of the page, the reader is invited to look closer. Updating the flag makes the page more inviting by offering a cleaner, more dignified look.

My Other Secrets

I could go on at the risk of sharing all of my secrets. I'm nearing the end of my allotted space, however, and this should give you and your staff enough material to make some simple yet noticeable improvements to your paper's design right away.



Kevin Slimp is a popular consultant, advisor and trainer in the newspaper industry. From 1997-2018, Kevin directed The Newspaper Institute of The University of Tennessee. He currently serves as CEO of Market Square Publishing and Chief Guru at NewspaperAcademy.com.

Kevin Slimp, "The News Guru"
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BY JOHN FOUST

Ad - Libs

What makes an ad campaign?

Amanda told me about taking over the advertising account of a business which had been placing ads in her paper for a long time. "In our first meeting, the owner said he had been running what he called a 'campaign' for over a year. I pulled a few recent issues out of my briefcase and placed them on his desk.

"As we looked at his ad in each issue, I asked a few simple questions – how they were working, how he got the idea to run the same thing without any changes, and so on. He admitted that he initially thought running the same ad all the time would create name recognition. But eventually, he got so busy that advertising fell off his radar, even though the ads didn't work as well as before.

"I told him that continually running the same ad is not really a campaign," she explained. "Then we talked about the fact that a real campaign features a series of ads which connect to form a consistent image and consistent offers. A genuine campaign stays fresh, because something new is always happening."

Does this sound familiar? Are there advertisers in your market who are stuck on the same ad, week after week after week? As you work with them, keep in mind that campaigns share some common traits. Here are a few:



advertiser. The same goes for illustrative elements (photos and drawings), copy styles, and ad sizes.

3 VARIETY.

This is what keeps a campaign fresh. While a campaign should have the sameness of consistency, there should be a healthy helping of variety. Consider a neighborhood hardware store. This week's promotion

1 SCHEDULE. Start by looking at a calendar. What should your client advertise in each month of the year? You don't have to create the ads a year in advance, just think about the focus of each month. Make sure your planning includes ad sizes, budget distribution, and suggested ad content.

Let the calendar be your guide. Certain products and services are marketed in cold months, and others are marketed in warm months. Then there are holiday sales, inventory clearances and anniversary sales.

2 CONSISTENCY. Imagine a Coca-Cola campaign with their famous red logo in one ad, a green logo in the next ad, and a purple logo in the next. Or an advertiser with bold, sans serif headlines in some ads and light, serif headlines in other ads. It would be difficult for readers to associate different styles with the same

can feature offers on yard tools and next week's ad can highlight offers on grass seed and fertilizer. Or this week's testimonial ad can feature customer A, and next week's can feature customer B.

When Amanda described the ins and outs of campaigns to her advertiser, he agreed to try an authentic campaign. "As things progressed, his response rates improved," she said. "Along the way, he became more involved in his advertising. That was good news for everybody – his business, his customers and our paper."

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com



By Hillary Carroll



Circulation TIPS & INFO

e-Statements Required January 2024

The push to go digital has long been talked about by the United States Postal Service and those in the publishing industry. I wrote about it this past January in my article [Push for Digital Statements](#).

Slowly but surely systems like PostalOne! have been implemented with an aim to replace manual processes such as entering and paying for commercial mailings. But the transition has been far from flawless. Publishers of community newspapers and magazines will need to plan for the latest requirement which goes into effect this coming winter.

The Postal Service is amending Mailing Standards of the Domestic Mail Manual (DMM) to discontinue the use of hardcopy postage statements for domestic commercial mailings. This will officially become part of postal law on January 28, 2024. You can read more about the final ruling at the Federal Register [here](#).

Publishers will no longer be able to submit paper copies of their postage statements to their local post office. For some, this is a welcomed change that will streamline operations. For others, this is a headache and hassle that requires additional training and perhaps even vendor shopping. As with many government mandates, there are pros and cons. Let's explore a few.

Pros:

- Electronic filing makes records keeping easier in that archived paper copies will take up less office space.
- e-Statements can't be lost like hardcopies while in transit to the post office.

Cons:

- In the event of a system or power outage, a contingency plan will need to be followed.
- PostalOne! isn't always up to date with the latest postal rulings, particularly in the case of Periodicals.

Read more about USPS's Postal Wizard not being so magical.

What can publishers do to prepare?

Make sure the circulation / postal software you use is equipped to produce accurate e-statements and is continuously updated to include real-time discounts and postage rates. **Need suggestions for suppliers? Requester Pro can help!**



Two Sides North America Survey

Paper or Digital Communication: New Two Sides Survey Shows U.S. Consumers Want the Right to Choose

- Submitted by Kathi Rowzie

DAYTON, OHIO – August 16, 2023 – In an attempt to reduce costs, many banks, utilities, insurers and other service providers are switching consumers from paper to electronic bills and statements, often without their consent, and some are now charging fees to receive paper statements. Others are urging their customers to switch from paper to digital communication because it's "green" or "better for the environment." But a recent survey commissioned by Two Sides North America and conducted by international research firm Toluna found that consumers want the freedom to choose how they receive important communications from the companies they do business with.

The Right to Choose

The Two Sides survey showed that 81% of U.S. consumers believe they should have the right to choose how they receive important communications from their service providers, on paper or electronically, and 73% believe they should not be charged more for choosing a paper bill or statement. These percentages increased from 2021 by 78% and 67%, respectively.

While using the internet can be a quick and convenient way to transact business, companies that default customers to electronic communication put at risk many Americans who do not have broadband access, cannot afford it or have difficulty using the internet. Particularly at risk are people in rural areas, older people and those living on low incomes. According to a 2021 study by data technology company BroadbandNow, some 42 million Americans do not have broadband internet access. The Pew Research Center reports that 25% of people over age 65 never go online. A 2023 report by the U.S. Government Accountability Office



(GAO), states that nearly a third of Americans who don't have broadband say the reason is because they can't afford it.

Companies that force consumers to go paperless also face risks of their own. Nearly 46% of consumers said they would consider switching to an alternate provider if their current one forced them to go paperless, up from 41% in 2021.

Digital Communication is Not Always Preferred

The survey showed that 65% of consumers are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged, up from 64% in 2021. Those over age 65 are most concerned (74%), but 46% of those aged 18 to 24 have the same worry.

Internet use is practical and convenient for many, but electronic communication also comes with undeniable challenges, including issues associated with overuse. The survey revealed that American consumers believe "switching off" is more important than ever, with 59% saying they spend too much time on digital devices, up from 51% in 2021. 53% of consumers are concerned that the overuse of electronic devices could be damaging to their health, causing issues such as eye strain, headaches and sleep deprivation, up from 51%

in 2021.

Which is better, Print on Paper or Digital Communication?

"The simple answer is that both print and digital communication have important uses and benefits that consumers value," says Two Sides North America President Kathi Rowzie. "The question should not be which one is better, but which is best suited for each individual's needs. It's vitally important that all consumers have the right to choose how they receive important communications from their service providers – free of charge – to assure that those who are unwilling or unable to access the internet are not disadvantaged."

The Facts About Greenwashing

It has become commonplace for companies to encourage their customers to switch to from paper to electronic bills and statements with misleading claims that going paperless is "green." These types of broad, unsubstantiated environmental claims, known as greenwashing, are not only misleading, but also fail to comply with established environmental marketing standards such as the U.S. Federal Trade Commission's (FTC) Guides for Environmental Marketing Claims and the International Organization for Standardization (ISO) 14021 standard.

"Statements like 'Go Green, Go Paperless' are not backed by sound science and fail to recognize the vast and growing negative environmental impacts of electronic communication," Rowzie says. "These misleading claims damage consumers' perceptions of paper and put at risk the livelihoods of more than 7 million people in the U.S. print, paper and mail sector."
(Continued on next page.)

(Two Sides Continued)

Two Sides continues to successfully challenge major corporations and other large organizations to eliminate misleading environmental claims about paper products from their customer communications. For more information about the Two Sides Anti-Greenwashing Campaign, visit www.twosidesna.org/anti-greenwash-campaign/.

The 2023 Two Sides Trend Tracker Survey queried 1,000 respondents over age 18 across the United States. It is the second of Two Sides' biennial trend tracker studies designed to explore and better understand consumer perceptions, behaviors and preferences related to the sustainability of paper products.

About Two Sides North America

Two Sides North America (www.twosidesna.org) is part of the non-profit Two Sides global network which includes more than 600 member companies across North America, South America, Latin America, Europe, Australia and South Africa. Our mission is to dispel common environmental misconceptions and to inspire and inform businesses and consumers with engaging, factual information about the inherent environmental sustainability and enduring value of print, paper and paper-based packaging.

Kathi Rowzie, President, Two Sides North America, P: 937-999-7729, E: info@twosidesna.org



"Statements like 'Go Green, Go Paperless' are not backed by sound science and fail to recognize the vast and growing negative environmental impacts of electronic communication."

Understanding Advertising, Marketing & Branding *(Continued from page 2)*

Branding is the art and science of creating a distinctive identity for a product, service, or company. It encompasses the emotional and psychological associations that consumers form with a brand, extending beyond tangible attributes. A successful brand transcends its functional benefits to evoke feelings, perceptions, and loyalty in its audience.

Branding involves building your identity, perceptions, and shaping how a brand is perceived in the minds of consumers. This perception is built through a combination of visual elements (such as logos, colors, and typography), messaging, storytelling, and consistent interactions with customers. A well-defined brand identity creates a unique position in the market, setting a product or company apart from competitors.

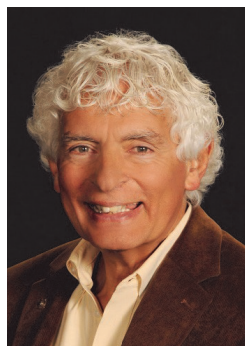
Brands aim to establish emotional connections with consumers by aligning with their values, aspirations, and lifestyle. This connection engenders brand loyalty and advocacy, encouraging customers to choose a particular brand over alternatives. Companies invest in building brand equity – the intangible value associated with a brand – which can have a significant impact on customer loyalty and pricing power.

In the intricate tapestry of modern business, advertising, marketing, and branding are essential threads that weave together to create a compelling market presence. While advertising captures attention and promotes products, marketing takes a holistic approach, understanding customer needs, developing offerings, and shaping market strategies. Meanwhile, branding cultivates an emotional bond between consumers and a brand, fostering loyalty and differentiation. Each of these concepts plays a distinct yet interconnected role in driving business success and creating lasting impressions in the minds of consumers. A well-crafted synergy among advertising, marketing, and branding is essential for companies seeking to thrive in today's competitive marketplace.

John Newby is a nationally recognized Columnist, Speaker, & Publisher. He consults with Chambers, Communities, Business & Media. His "Building Main Street, not Wall Street," column appears in 60+ newspapers and media outlets. As founder of Truly-Local, he assists chambers, communities, media, and businesses in creating synergies that build vibrant communities. He can be reached at: John@Truly-Local.org.



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